

ABSTRACT OF THE DISCLOSURE

A method of distribution of new book publications includes the placement of such books on
5 sale in each of a variety of selected countries in sequence. In each venue, the books are
placed on sale for a limited period of time and are then taken off-sale. The books are not on
sale in more than one venue at a time and distribution within each venue terminates prior to
the start of the next on sale event in the next country. Only a limited edition of each book is
printed. Only the unsold portion of each book is placed on sale at each next venue in the
10 sequence.

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